

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 (Previously presented) A platform for handling digital contents, comprising:

an interface with heterogeneous digital content sources, designed to acquire heterogeneous digital contents in various formats, coming from said heterogeneous sources to describe them in a uniform way in an internal format, which is independent of the input format;

a central core for storage and management of said digital contents coming from the interface with the heterogeneous sources;

an interface with standard tools for processing digital contents, said standard tools being used by operators responsible for processing said digital contents stored in said central core of said platform, to obtain value added digital contents in internal format;

digital media for publishing of said value added digital contents;

an interface with digital media designed to carry out a conversion of the internal format of the value added digital contents into a format designed for publishing of said value added digital contents on respective digital media.

2 (Previously presented) The platform of Claim 1, wherein each digital content source connected to said platform is supplied with a driver designed to convert the flow of digital contents coming from said source into a neutral flow of digital contents independent of the original source, which is designed to be stored in said platform.

3 (Previously presented) The platform of Claim 1, wherein the each digital media medium connected to said platform are each is provided with a driver that translates the internal format of the value added digital contents stored in said platform into a specific format suitable for the given digital medium in which said digital contents are to be published.

4 (Previously presented) The platform of claim 1, wherein said central core comprises a data layer comprising a database for storing digital contents and a service layer consisting of procedures for handling said digital contents.

5 (Previously presented) The platform of Claim 4, wherein said data layer comprises a database for storing the contents, a database for storing the description of the contents, a database for storing publishing rules, and a database for storing the profiles of the various users that access the platform.

6 (Previously presented) The platform of Claim 4, wherein said central core comprises a search engine for searching for the digital contents stored in the data layer, an engine for generating the palimpsest in the case of digital contents addressed to unidirectional media, a workflow engine for handling the process of approval of publishing of the digital contents on the corresponding media, and a personalization service to enable a presentation of the digital contents on the basis of preferences expressed by the user during registration of the personalization service.

7 (Previously presented) The platform of claim 1, wherein said interface with standard tools for processing digital contents comprises:

an authoring layer designed to provide tools for defining the modalities of presentation of the digital contents on the specific digital media; and

an editing layer designed to provide the tools for generating and entering digital contents in the central core of the platform.

8 (Previously presented) The platform of claim 1, comprising system management tools that may be used by a system administrator.

9 (Previously presented) The platform of Claim 8, wherein said system management tools comprise tools for monitoring system resources, tools for network management, and tools for managing the database of the platform.

10 (Previously presented) The platform of claim 1 integrated with tools for electronic trading, in order to manage online the electronic trading of the digital contents, such as sale, acquisition, management and distribution on the media.

11 (Previously presented) The platform of claim 1, wherein said standard tools for processing the digital contents are selected from the group consisting of Microsoft Office® and Adobe Pagemaker®.

12 (Previously presented) The platform of claim 1, wherein said digital contents coming from heterogeneous sources are realtime data, news agency data, audio and video data, advertising data, data coming from telefax and Email, data coming from voice respond units VRUs, and data in XML format.

13 (Previously presented) The platform of claim 1, wherein said digital media are WAP (Wireless Application Protocol), Data Broadcasting, Teletext (televideo), SMS (cellphones), Web, XML, and digital TV.

14 (Previously presented) The platform of claim 1, wherein the internal format in which said digital contents are stored and managed in said central core of said platform is the XML (eXtensible Markup Language) format.